

/marl deseas gr						
opb soi / opb deseas gr	6.87%	7.56%	7.23%	7.47%	7.29%	-0.11%
basic soi / disc deseas gr	4.61%	4.76%	5.00%	6.42%	5.20%	
opb unit vol	6,712	8,010	8,023	7,720	30,465	

	Wholesale Inv Adj. Rates					
	Acts	Acts	F/C	F/C	FY	Δ vs
	1Q	2Q	3Q	4Q	SOI	Yago
MARLBORO	37,037	37,323	39,994	36,380	150,735	36.07% 0.80%
B&H	1,773	2,045	2,023	1,840	7,682	1.84% -0.21%
MERIT	1,726	2,039	1,868	1,740	7,473	1.79% -0.23%
V.SLIMS	2,288	2,657	2,598.6	2,323	9,866	2.36% 0.00%
PARLIAMENT	804	1,051	1,095	1,210	4,160	1.00% 0.16%
L&M	0	39	73	174	277	0.07% 0.07%
LARK	0	23	66	157	253	0.08% 0.06%
CHESTERFIELD	0	21	51	120	192	0.05% 0.05%
SARATOGA	69	82	79	70	301	0.07% -0.01%
CANADIAN	4	4	3	2	14	0.00% 0.00%
OTHER	48	51	65	84	248	0.05% 0.00%
PREMIUM	43,749	45,334	48,018	44,100	181,200	48.36% 0.69%
Mix	88.74%	87.55%	87.45%	83.97%	86.91%	86.91% 0.52%
CAMBRIDGE	577	815	700	945	3,036	0.73% -0.22%
ALPINE	119	186	192	232	729	0.17% 0.02%
BUCKS	4	4	5	6	20	0.00% -0.01%
FVB	275	326	360	500	1,461	0.35% -0.10%
BASIC	4,502	5,044	5,544	6,634	21,725	5.20% 0.12%
BRISTOL	32	34	46.5	63	176	0.04% -0.01%
OTHER	33	36	40	37	152	0.04% 0.00%
DISCOUNT	5,549	6,446	6,868	8,417	27,300	6.53% -0.19%
TOTAL	49,298	51,779	54,906	52,517	208,500	49.89% 0.50%
Marlboro % Cont	75.1%	72.1%	72.8%	69.3%	72.3%	
						3,985 3,969 4,235 3,919 4,027
						12.822 13.096 13.082 13.198 12.198
						1,900 1,700 1,200 2,000 2,000

WEEKS

OPB
OBDWK RATE
DESEAS WK RATE

1999 CUM	49,298	101,078	165,984	208,501	
1998 CUM	54,515	111,780	173,035	227,590	
% CHG	-9.6%	-9.6%	-9.9%	-8.4%	

DE-SEASONALIZED RATES

	1Q	2Q	3Q	4Q	TOTAL
PM SOI	50.43%	48.88%	49.50%	50.84%	49.89%
diff vs ly	0.06%	0.43%	-0.50%	2.06%	0.50%
MARL SOI	37.89%	35.23%	36.06%	35.22%	36.07%
PM PREM SOC	60.53%	58.52%	58.88%	58.90%	58.69%
PM DISC SOC	21.78%	22.84%	22.42%	26.37%	23.86%
BASIC SOC	17.67%	17.72%	18.04%	22.36%	19.00%
YTD PM SHARE	50.43%	49.82%	49.58%	49.89%	
YTD diff vs ly	0.06%	0.25%	-0.01%	0.50%	
PM UNITS:					
%CHG. VS PRIOR QTR	-9.6%	5.0%	6.0%	-4.4%	
%CHG. VS LY	-9.6%	-9.6%	-10.4%	-3.7%	-8.4%
ADJ %CHG. VS LY					
INDUSTRY	97,758	105,930	110,921	103,291	417,900
%CHG. VS PRIOR QTR	-12.8%	8.4%	4.7%	-6.9%	
%CHG. VS LY	-9.7%	-10.4%	-9.5%	-7.6%	-9.3%
WK RATE	7,624	8,089	8,479	7,826	8,006
PREMIUM	72,261	77,461	80,193	73,624	303,560
PREM SOI	73.94%	73.13%	72.30%	71.28%	72.64%
DISCOUNT	25,477	28,469	30,728	29,667	114,340
DISC SOI	26.06%	26.87%	27.70%	28.72%	27.36%
PRIV LABEL	2.8%	2.7%	2.8%	2.9%	2.8%
LY WK RATE	8,450	9,052	9,327	8,486	8,831
LY PM SOI	50.37%	48.45%	50.00%	48.78%	49.39%
LY MARL SOI	35.86%	34.53%	36.28%	34.36%	36.27%
Marl diff vs ly	2.03%	0.70%	-0.22%	0.86%	0.80%

	1Q	2Q	3Q	4Q	TOTAL
MARLBORO	3,144	2,781	3,000	2,744	2,912
B&H	151	152	152	139	143
MERIT	147	151	148	131	144
V.SLIMS	195	197	195	175	191
PARLIAMENT	70	78	82	91	80
L&M	0	2	5	13	5
LARK	0	2	5	12	5
CHESTERFIELD	0	2	4	9	4
SARATOGA	6	6	6	5	6
CANADIAN	0	0	0	0	0
OTHER	4	4	5	5	5
PREMIUM	3,718	3,374	3,603	3,325	3,501
CAMBRIDGE	50	60	53	71	59
ALPINE	10	14	14	17	14
BUCKS	0	0	0	0	0
FVB	24	24	27	37	28
BASIC	387	374	416	497	419
BRISTOL	3	3	3	5	3
OTHER	2	2	2	2	2
DISCOUNT	476	478	517	631	526
TOTAL	4,196	3,852	4,120	3,956	4,027

non-working ind. inv.	3,900	3,500	2,500	4,100	
adj. industry	101,258	106,330	111,921	101,691	421,200
ind going rate	7,897	8,119	8,555	7,705	8,069
takeaway soi	50,459	48,88%	49.50%	50.86%	49.91%
seas adj ind gr	8,315	7,879	8,322	7,778	8,069

Assumptions:
 Marl 55¢ March, M/B 30¢ Aug on;
 Doral/GPC/Maverick 45¢
 \$8.25 Sept 99
 -0% Secular, -0.35 (implied) Elast
 8% SET + 50¢ CA
 +2.0bn 1Q Marl Promo
 4Q +0.8 LIFO
 99 LE 9/1/99 .XLS 99 LE 8.27.99
 9/1/99 1:40 PM